

ABSTRACT

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The present invention provides for a method for
ordering an advertising spot for an advertisement over a
5 data network to be transmitted to a target user during a
transmission of a motion picture. An advertiser first
provides to a broadcaster a predetermined constraint that
defines the target user for receiving the advertisement.
Then, the broadcaster uses the predetermined constraint
10 to determine a price for the advertising spot. The price
is then offered by the broadcaster to the advertiser and
the advertiser then orders the advertising spot based on
the price to place the advertisement in the advertising
spot to be transmitted to the target user during the
15 transmission of a motion picture.